<u>WHAT IS CLAIMED IS</u>:

1.   A method of tracking a plurality of financial transactions between a user receiver and at least one content provider coupled to the user receiver by a network, wherein the tracking is performed by a third party separate from the user receiver and separate from the at least one content provider, the method comprising the steps of:

storing preliminary information for each of the plurality of financial transactions in a third party controlled data base;

obtaining supplemental information for each of the plurality of financial transactions in said third party controlled data base, wherein said obtaining step is performed by the third party;

storing said supplemental information for each of the plurality of financial transactions in said third party controlled data base;

displaying summary information for each of the plurality of financial transactions upon receipt of a display request from the user receiver, wherein said summary information is comprised of at least a portion of said stored preliminary information;

permitting selection of one or more of the financial transactions by the user receiver for finalization;

finalizing said selected one or more financial transactions; and

providing transaction finalization information to each of the at least one content providers affected by said selected one or more financial transactions.

2.   The method of claim 1, further comprising the step of displaying at least one advertisement simultaneously with said summary information.

3.   The method of claim 2, wherein said at least one advertisement includes linking information to a specific content provider.

4.   The method of claim 1, wherein said summary information is comprised of purchase tracking information.

5.   The method of claim 1, wherein said summary information is comprised of purchase status information.

6. The method of claim 1, further comprising the steps of:

determining display capabilities for the user receiver; and

matching a format corresponding to said displayed summary information to said determined display capabilities.

7. The method of claim 1, wherein said finalizing step is further comprised of the step of displaying at least one checkout display screen.

8. The method of claim 7, further comprising the step of displaying at least one advertisement simultaneously with said at least one checkout display screen.

9. The method of claim 8, wherein said at least one advertisement includes linking information to a specific content provider.

10. The method of claim 1, wherein said displayed summary information is displayed as a semi-transparent screen overlay.

11. The method of claim 6, wherein said displayed summary information utilizes only a portion of said determined display capabilities of the user receiver.

12. The method of claim 1, further comprising the steps of:

permitting selection of one or more of the financial transactions by the user receiver for additional information inquiry;

obtaining said additional information for said selected financial transactions from said third party controlled data base; and

displaying said additional information for said selected financial transactions.

13. The method of claim 1, further comprising the steps of:

permitting selection of one or more of the financial transactions by the user receiver for additional information inquiry;

obtaining said additional information for said selected financial transactions from the at least one content provider affected by said selected one or more financial transactions; and

displaying said additional information for said selected financial transactions.

14.   The method of claim 1, wherein the step of finalizing said selected one or more financial transactions is performed by a network operator.

15.   The method of claim 1, further comprising the step of charging each of the at least one content providers affected by said selected one or more financial transactions.

16.   The method of claim 15, wherein said charging step is performed by an operator of said network.

17.   The method of claim 15, wherein said fee is based on a total number of finalized financial transactions.

18.   The method of claim 15, wherein said fee to a specific content provider of said at least one content providers is based on a total number of finalized financial transactions occurring between said user receiver and said specific content provider.

19.   The method of claim 15, wherein said fee is based on a cost associated with said finalized financial transactions.

20.   A network-based system for supporting a financial transaction, the system comprising:
a network;
a content provider coupled to said network, wherein said content provider supplies enhanced content programming relating to said financial transaction;
a receiver coupled to said network, said receiver capable of receiving said enhanced content programming and interacting with said content provider via said network;
third party means for intercepting data relating to the financial transaction flowing between said content provider and said receiver via said network;
third party means for directly obtaining supplemental information from said content provider relating to the financial transaction;

a database coupled to said network and said third party means for storing at least a portion of said intercepted data and said supplemental information;

third party means for selecting a portion of said stored data and information to be displayed;

a display coupled to said receiver for displaying said selected portion of said stored data and information;

third party means for finalizing the financial transaction with said receiver; and

third party means for providing financial transaction finalization information to said content provider.

21.   The system of claim 20, wherein said third party intercepting means detects triggers contained within said enhanced content programming.

22.   The system of claim 20, wherein said receiver is selected from the group consisting of set-top boxes, telephones, PDAs, and computers.

23.   The system of claim 20, wherein said network is selected from the group consisting of cable, fiber optics, telephone lines, terrestrial broadcast systems, and satellite broadcast systems.

24.   The system of claim 20, further comprising:

means for determining a set of display capabilities for said receiver; and

third party means for formatting said selected portion of said stored data and information to correspond to said set of display capabilities.

25.   The system of claim 20, wherein said displayed selected portion of said stored data and information is a semi-transparent overlay.

26.   The system of claim 20, wherein said displayed selected portion of said stored data and information utilizes only a portion of a screen corresponding to said display.

27.   The system of claim 20, wherein said third party intercepting means, said third party means for directly obtaining supplemental information, said third party selecting means, said third party finalizing means, and said third party means for

providing financial transaction finalization information is a third party controller coupled to said content provider and to said receiver via said network.

28.   The system of claim 20, further comprising third party means for displaying at least one advertisement on said display, said at least one advertisement displayed simultaneously with said selected portion of said stored data and information.